

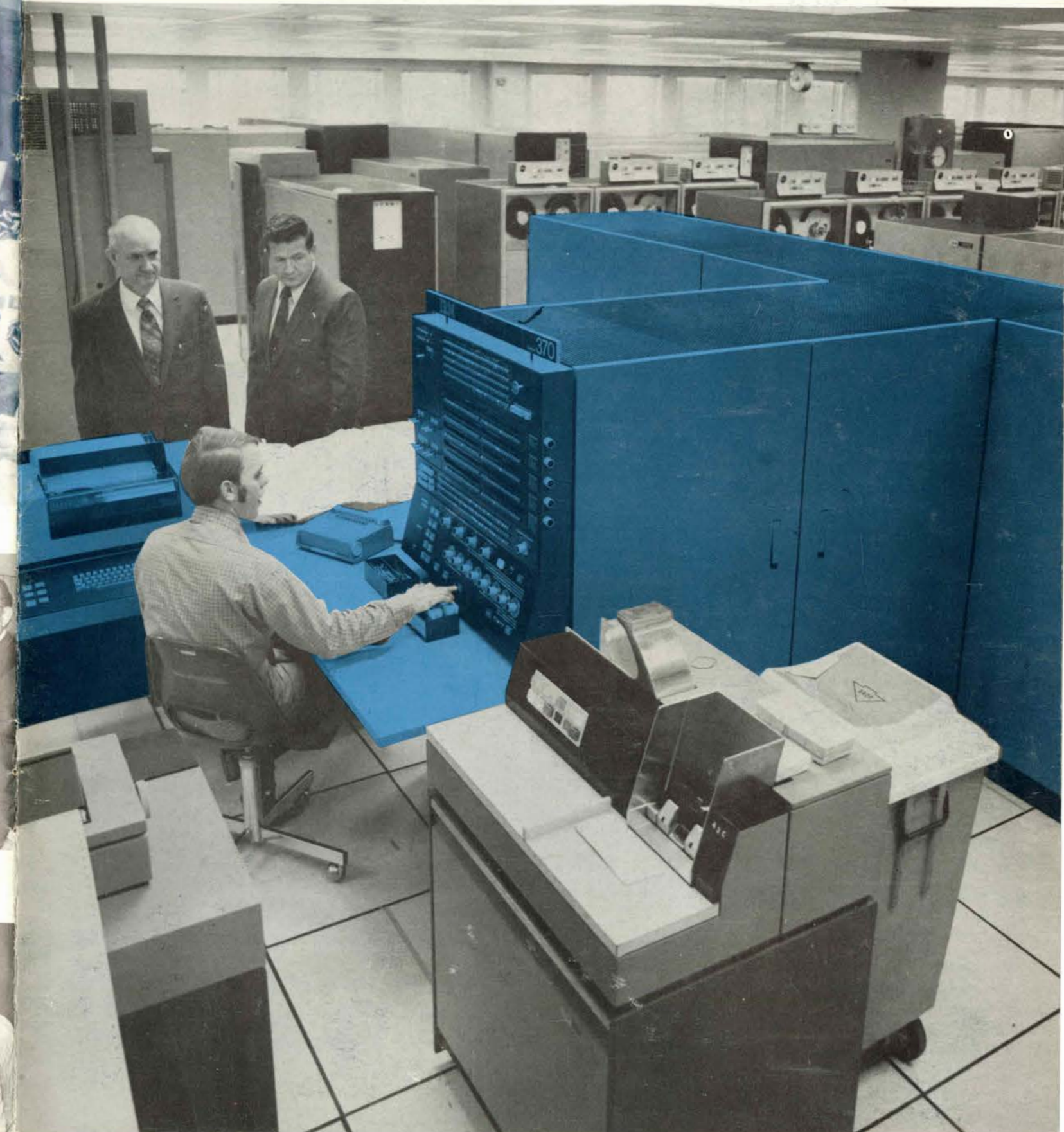
Profile

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*370 Computer Arrives
\$1,666.00 Paid for Suggestions
Dress & Grooming Code*

of BLUE CROSS & BLUE SHIELD of FLORIDA

April, 1972



Profile

Vol. 4, No. 9

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Published monthly for the employees,
their families, and friends of



BLUE CROSS OF FLORIDA, INC.
BLUE SHIELD OF FLORIDA, INC.

532 Riverside Avenue
Jacksonville, Florida 32201

EDITOR

Carole Utley Public Relations

REPORTERS

RIVERSIDE BUILDING

First Floor Jett Folds,
David Mullis
Second Floor Stacia Dexter,
Faye Williams
Third Floor Ann Goble
Fourth Floor Eleanor Ponder,
Rosamond Rudd
Fifth Floor Yvonne Bishop
Seventh Floor Tommie Curry
Eighth Floor Patty Padgett
Ninth Floor Christy Groover
Tenth Floor Rochelle Dryden

UNIVERSAL MARION BLDG.

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Third Floor Edith Parker
Fourth Floor Jane Williams,
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Fifth Floor Martha Poplin
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Cecil Rivers, Vice President - Data Processing, left, and Odis Powell, EDP Operations Manager, look on as Console Operator Jan Walker monitors the operation of the 370 computer and relays instructions for its proper operation through manipulation of numerous controls.

Directly in front of Jan are the Memory Units of the 370. The device in the foreground is used to give the computer specific instructions for performing various tasks.

NEW COMPUTER for BLUE CROSS and BLUE SHIELD

Cecil Rivers, Vice President - Data Processing, has announced that on February 21 our Computer Operations Department began using an IBM 370/155 computer, one of the most advanced and efficient in the world. The new equipment replaces two of the four IBM 360 computers in our installation. An additional 370 is planned for delivery in a few months to replace the remaining 360's still in operation.

The IBM 370 was tested by Florida Blue Cross and Blue Shield Data Processing personnel in Atlanta and demonstrated a speed approximately 3-1/2 times that of the 360's. The 370 is capable of performing numerous tasks concurrently and makes available to the Plans increased economy in operation, improved ability to respond to corporate growth and greater efficiency in daily Blue Cross and Blue Shield processing.

The new Blue Cross and Blue Shield computer is the third 370 installed in the city of Jacksonville and marks the first major change in our computers since 1966.

Installation of this new equipment follows months of preparation and planning by the Data Processing Division. Because of this extensive effort a smooth transition was assured — the increased efficiency was apparent before the end of the first week.

Jan Walker operates the console type-writer of the new IBM 370.





Charlotte Reagan's first reaction on seeing the \$1000.00 suggestion award check was, "Isn't it pretty!" Charlotte's boss, Bob Bowles, hands her the check while George Lewis, Manager of Physician Relations, left, and President, J. W. Herbert, look on.

Not since the summer of 1970 has an employee won a coveted \$1000.00 suggestion check — the company's maximum award. Charlotte Reagan is the second \$1000.00 winner and did it on her first try by suggesting a new design of the Medicare B payment slip, #1490. The new form has several new innovations which save a tremendous amount of clerical time as well as money.

Secretary to Administrative Assistant, Bob Bowles, Physician Relations Department, Charlotte has been an employee since November, 1966. She worked as a screener, coder and correspondent for Medicare B before her promotion to Bob's secretary in September, 1969.

The first \$1000.00 award was won by David Mullis, and other large awards in the company's 3-1/2 year program include the \$636.00 winner below, and others for \$295.00, \$218.00 and \$195.00.

\$1,636.00 Presented For Winning Suggestions

Two Suggestion Awards To Linda Adkins



Linda Adkins accepts suggestion checks totaling \$636.00 from Dick Meyers, Vice President - Claims. Blue Shield Manager, Mary Lee Butler, smiles her approval of Linda's two winning ideas.

Winning a Suggestion Award check of \$526.00 is quite a feat for any employee, but Linda Adkins topped it off with a second award of \$110.00, making her the recipient of two checks totaling \$636.00.

On March 3, P. R. Meyers, Vice President - Claims, presented one check for \$526.00 to the Blue Shield Complementary Coverage Correspondence clerk for her suggestion of a new form, CC65, which is a revision of the CC15, or a dictated letter requesting the Medicare Explanation of Benefits. Her second idea concerning the revision of the Blue Shield remittance statement earned her \$110.00.

Linda's supervisor, Yvonne Bishop, advises these two awards are the first for Linda, who has been an employee for the past two and a half years.

Tuition Refunds To Employees Total \$16,000

Kay Bowers, Personnel Department, has advised tuition refunds to 84 employees for the fall term recently completed amounted to \$3,000. Four courses given "in house" after working hours were completed by 36 employees through the tuition refund program.

Since this program was initiated in the fall of 1969, Kay reports a grand total of \$16,000 has been returned to employees. To be eligible to participate, an employee must have been employed by Blue Cross and Blue Shield for at least a year.

Courses taught on the Blue Cross and Blue Shield premises after working hours are not going on at the present time, but plans are to resume these classes in September, according to Kay.

In the past, PROFILE has featured employees who have benefited from our tuition program. Two more are Ken Patch and Ervin Fowler, Systems and Programming Department, who utilized the Blue Cross and Blue Shield Tuition Program to assist them financially in obtaining their degrees from Jones College.

Ken earned a Bachelor of Science degree with a major in Computer Programming in December, 1970, and his average of 2.67 placed him in the upper one-third of his class. Ken used the G.I. Bill until the last six months of his schooling when his previous benefits were exhausted. He was reimbursed \$322.00 of the \$387.00 he spent by earning three A's and three B's for the last two quarters.

Ervin Fowler earned a Bachelor of Science degree in Business Management when he graduated this past June. His six A's and one B gave him a 3.7 average and entitled him to a \$465.00 refund through our tuition program.

Ken has been employed here since November, 1967, while Ervin has worked here since March, 1969.



Ken Patch, left, and Ervin Fowler.

More Suggestion Awards

Nancy Rukab, Special Correspondence Clerk, Subscribers Service, has won \$10.00 for her suggestion concerning interim billings used to transfer a subscriber from one group to another, or one type of contract to another.

Rosemary McLucas, Complementary Coverage Claims, suggested using white control cards for correspondence instead of the yellow ones previously used. She won \$10.00 for this suggestion.

Frances Orsi, Blue Cross Master Registry Clerk, has won \$10.00 for her suggestion concerning the elimination of one sheet and a carbon from form B5-913 which were not being utilized by her department.

Smart To Coordinate "Celebration Of Lights"

1972 is the Sesquicentennial year for the city of Jacksonville as it celebrates its founding on June 15, 1822, 150 years ago.

As the culminating event of the Sesquicentennial activities, a **Celebration of Lights** will be held on the fourth of July starting at 10:00 p.m. and lasting a full hour. The celebration in turn will be followed by a half-hour fire works display, and this by a street dance to be conducted simultaneously on both sides of the St. Johns River.



Derald Smart

Blue Cross and Blue Shield Building Manager Derald Smart, who is also President of the Building Owners and Managers Association of Jacksonville, will coordinate this very complicated **Celebration of Lights**.

The "performing forces" will be all sources of light and sound, public and private, available to the city. These will be organized into a LIGHT/SOUND SYMPHONY. The citizens of Jacksonville will witness this production from both banks of the St. Johns River on foot and in their cars.

The lighting effects will come from many buildings on the St. Johns River skyline including the Blue Cross and Blue Shield building. Cars will be lined up on the Main Street Bridge and will use their headlights in the display. Boats up and down the river will also participate in this display as will car horns, patrol car sirens, fire whistles, air raid sirens, etc. High school bands will assemble and there will be group singing. The Goodyear blimp, based at Miami, will remain stationary over the center of the river during the performance.

Simultaneous with the visual display, residents can listen to the "symphony" portion of the program on their car radios.

Health Insurance For Retired Employee Pays Off



Effie Cureton

Those employees of Blue Cross and Blue Shield who knew Effie Cureton (retired) will be happy to know her cancer surgery last year was successful and that she was told that she was "completely cured."

In a recent letter to our President, J. W. Herbert, Effie states she "wondered what my present outlook for 1972 would have been had it not been for the prepaid Major Medical insurance which we retired employees have for life."

She added, "Blue Cross and Blue Shield certainly took care of my financial worries beautifully. I hope all my friends in the company will be blessed in 1972. I have very dear memories of all of those with whom I was associated while working with your wonderful organization."

"In House" Courses Completed By 87 Employees

Eighty-seven employees completed a Business English and Letter Writing course sponsored by Florida Junior College at the Blue Cross and Blue Shield offices.

Employees at the Riverside and Universal Marion Buildings enrolled in six different classes, for twelve weeks, two hours a day one day a week. These employees in Subscribers Service and the Correspondence Departments received certificates of completion in March from their teacher, Mr. Joe Kelly of Florida Junior College.

This program adopted by the company during working hours is evidence of the company's interest in employee education in improving job performance.



Certificates of completion of the Business English course were presented by teacher Joe Kelly, left. On his left are Mary Tobias, Pat Curry, and Subscribers Service Manager Jim Gibbons.

United Fund Awards

EXCELLENCE PLAQUE GOES TO BC & BS

Blue Cross and Blue Shield employees' contributions to the Duval County United Fund Crusade of Mercy for 1971 totaled in excess of \$45,000. In its annual appreciation dinner on February 29, the first "excellence" award plaque was presented to Blue Cross and Blue Shield employees for their outstanding participation.

Formerly, an award of merit had been presented to our employees, but this year, for the first time, we were eligible for the **excellence** award. This honor is predicated on the amount donated per employee per year. Our employees donated an average of close to \$27.00 per person with 99% participation. To be eligible for the excellence award, each employee must donate at least an average of \$19.20, and there must be at least 85% participation.

Attending the banquet was Personnel Director W. T. Gibson, Employee Relations Manager Kent Jacqmein, and Sales Training Coordinator Bob Hulsey. Bob was loaned to the United Fund through the "loaned executive" program for five weeks to assist in solicitation of contributions. Another 30 employees were "loaned out" to assist the United Fund in soliciting from other companies here in Jacksonville.



Kent Jacqmein, left, points to the Award of Excellence presented to Blue Cross and Blue Shield employees for their contributions. Chuck Gibson is pictured at right.

8 OF 10 LARGEST EMPLOYERS HAVE BLUE CROSS COVERAGE

What do eight of the nation's ten largest corporate employers have in common?

They provide Blue Cross health care benefits for their employees, according to the Blue Cross Association, national coordinating agency for the 74 non-profit Blue Cross Plans in the United States.

The eight companies, from **Fortune's** listing of the nation's 500 top companies, ranked by number of employees, are American Telephone and Telegraph, General Motors, Ford, International Telephone and Telegraph, International Business Machines, Chrysler, Western Electric and U. S. Steel. For most of them, Blue Cross covers 95 to 100 percent of their employees.

All eight have had Blue Cross coverage for at least five years, said Walter J. McNerney, president of the Blue Cross Association. He attributed the widespread acceptance of Blue Cross to its wide range of benefits and the fact that Blue Cross pays virtually all of its subscription income in the form of benefits.

The three auto companies have had Blue Cross health programs for nearly as

long as there has been a Blue Cross. Ford signed up in 1940, one year after the Blue Cross symbol was adopted. General Motors and Chrysler followed in 1941. At present, more than a million auto industry employees receive Blue Cross coverage as a benefit negotiated by the companies and the United Auto Workers. Sixty-two of the 74 Blue Cross Plans are involved in administering benefits for employees in the auto groups.

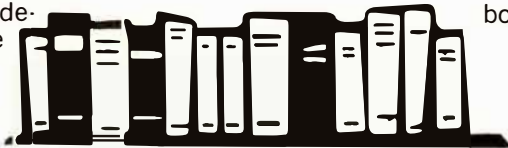
Bell System employees, including AT&T and its operating companies, form the largest single private group served by Blue Cross. Even larger — in fact, the largest voluntary group of its kind in the world — is the Federal Employees Health Benefit Program, under which some 5.1 million U. S. government employees and their dependents have chosen Blue Cross coverage.

On the other hand, Blue Cross is available to smaller groups. Usually as few as 10 people are eligible for Blue Cross group coverage, but a small Memphis advertising art studio signed up last year on behalf of its two employees.

Company Library Available To All Employees

Our company library on the fourth floor in the Riverside Building is developing into a very fine reference center. Set up in late 1970, the library includes text books and magazines that have been donated by employees throughout the past years.

Many of the books donated to our library were used by employees who participated in our tuition program whereby they were reimbursed for their college courses depending on their grades.



between the bookends

Any employee wishing to check out a book or magazine for any length of time should take it to Shirley Letchworth, Personnel Department, fourth floor, who will handle all check-in and check-out procedures.

Why not visit the library the next time you are looking for a particular publication or for some specific information. Or, just familiarize yourself with the material available there. You may find just what you want and save money and time.

Dress and

One of the most frequently expressed problems at Blue Cross and Blue Shield is the lack of written guidelines reflecting company policy on dress and grooming of employees. Management feels a need for guidelines in this area, and employees would like something more consistent to guide them in their choice of work clothing.

Our policy is that employees should be dressed in a manner acceptable and appropriate to the business community. Department managers and supervisors have been given the responsibility of assuring that their employees are dressed in compliance with company policy.

This, of course, is a very difficult judgment. It is hard to specify what kind of dress is right or wrong for office wear. Individual figures and personalities influence the manner of dress and grooming for different people. What is right for one may be wrong for another. Fashions and styles change rapidly so that what was acceptable yesterday may not be today.

In addition, there is much emphasis today on individual freedom and expression. Some people feel that what they wear and how they dress is a personal matter, and that others have no right to dictate to them in this very delicate matter.

However, the employer has the right to expect that his employees represent the company for which they work in the very best light. For this reason, the following guidelines are recommended:

1. For consistency throughout the company, the Employee Relations Department should be instrumental in making the decision as to whether a particular style of dress and grooming is or is not acceptable. When there is doubt in the mind of the manager or supervisor, the employee should be referred to the Employee Relations Manager, who will counsel with the employee and make a recommendation for action to the manager or supervisor.
2. The first time an employee is deemed to be dressed or groomed inappropriately, he should be informed as specifically as possible what is not acceptable, and asked not to appear at work dressed in that

d Grooming

manner again. For the second offense, the employee will be sent home, without pay, to change clothing or grooming style. A third offense will be considered grounds for termination of employment.

3. Dress for female employees:

a. **Dress length** should not be extreme. Neither maxi nor micro-mini length is deemed acceptable. Because of figure variations, no actual length in inches can be expressed. The combined judgment of the Employee Relations Manager and the manager or supervisor involved will be final.

b. **Pantsuits** are acceptable. The pantsuits should be of matching fabric with the pants of at least ankle length and the blouse covering the hips. Sports outfits and flimsy hostess suits are not acceptable.

c. **Blouses** may not be low cut or see-through material.

d. **Accessories** should be simple. Large amounts of hanging jewelry which could be dangerous around machinery should be avoided. Heavy, multiple rings which interfere with writing or typing should not be worn.

e. **Hair styles** should not be extreme. Wear hair or wigs in a simple, neat style that is attractive in office lights.

4. Dress for male employees:

a. **Shirts and ties** are to be worn unless the manager has given specific approval for other types of clothing.

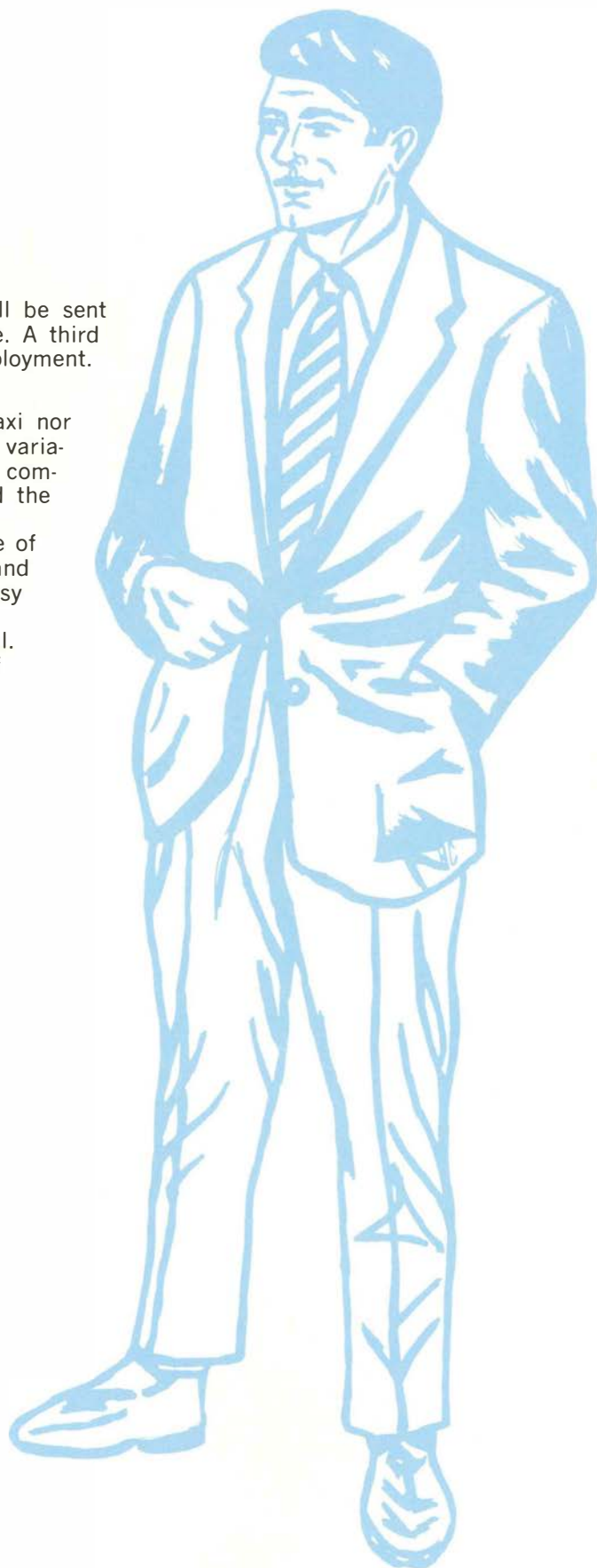
b. **Hair styles** should be moderate. Extremes are not acceptable. Generally speaking, hair must not be so long as to hang over the collar of a dress shirt and should be trimmed around the ears.

c. **Moustaches** are acceptable if kept neat and trim.

d. **Beards** are acceptable, subject to supervisor's approval, between now and July 4, 1972.

e. **Sideburns** should be reasonable in length and generally should not exceed an inch or so beyond the lobe of the ear.

5. Since styles change so rapidly, it is not possible to keep a list of acceptable and non-acceptable dress up to date. Therefore, management and the Employee Relations Manager must make the final decision.



PHYSICIAN AFFAIRS DIVISION CHANGES

J. D. Lewis, Vice President - Physician Affairs, has announced three changes in his Division, effective February 14, two in the management staff of the Utilization Review Department and one in the Physician Relations Department.

After five years of supervisory and management duties in the Part B Claims Department and most recently in the Utilization Review Department, Jo Gathright resigned her position as Assistant Manager - Internal Operations in order that she and her two children could join her husband stationed in Albany, Georgia.

Replacing Jo is William G. Varnell who has been with us over a year serving in the capacity of Staff Statistician. Bill has agreed to fill the vacancy created by Jo's resignation in addition to his statistical duties.

Bill received his B.A. degree from Jacksonville University in 1967 and his M.A. degree in mathematics from Duke University in Durham, North Carolina in 1969. He taught mathematics at Jacksonville University for two years, and at the same time was part-time consultant for Florida Blue Cross and Blue Shield.

John W. Rebholz is a new employee who has assumed the duties of Utilization Review Field Representative for the St. Petersburg area, replacing Chuck Horan whose move to Jacksonville was recently announced.

John has a degree from Seton Hall University in Business Administration and comes to us with a varied business background which will be helpful in fulfilling his new duties, including three years as business manager to a five physician pathology group.

The third change is the promotion of Susan Munson to the newly created position of Educational Services Representative in the Physician Relations Department.

Susan has been an employee since July, 1965, and has acquired a working knowledge of most phases of company operation with Blue Shield, Blue Cross, Subscribers Service, and EDP Operations. She served as Supervisor of Blue Cross and Blue Shield Complementary Coverage and Blue Shield Review during these years, and the past year held a Communications position as an Analyst in the Methods Department.

In her new position Susan will be responsible for providing educational services to medical assistants throughout the state of Florida. She will assist in developing and maintaining a medical assistants handbook and will assist in maintaining this manual for physicians and also contribute items for Physician Notes and Medicare Notes publications.

According to Physician Relations Manager George Lewis, Susan will plan and conduct



Bill Varnell



John Rebholz



Susan Munson



Anne Newland

MEDICARE B PROMOTION AND CHANGES

Medicare B Manager, Roger McDonell, has announced several changes in the Medicare B Department.

Anne Newland's promotion to Supervisor of Correspondence III in Medicare B was effective February 28. Anne had been in the position of Correspondence Section Leader since December, 1969, and she has been employed since January, 1969.

Janice Engel has been moved to the position of Administrative Assistant to Mr. McDonell, effective March 6. Janice has been Supervisor of Correspondence III in Medicare B since May, 1970. She was employed in January, 1968.

Her new responsibilities will mainly be in handling some of the critical correspondence and telephone calls involving Medicare policy and requiring management level decision making.

An additional change in the Medicare B Department is the transfer of Robert O. Kimbrough to Assistant Manager of Edit I, Edit II, Credit Adjustment, Microfilm and Microfilm Processing. He replaced Jim Bruce who recently left the company. Mr. Kimbrough assumed his new responsibilities on February 21.

seminars and workshops for medical assistants and insurance officers and work closely with the Claims Department on problem areas in claims filing.

Although traveling will require much of her time, Susan plans to continue courses at Florida Junior College, utilizing the company's tuition program. She has two years of college and is working toward a degree in Business Administration with a major in management.

PLANS' VETERAN COMES TO FLORIDA

George S. Thompson, who was associated with the Virginia Plans for 29 years, joined Blue Cross and Blue Shield of Florida on Valentine's Day as a Fair Hearing Officer in St. Petersburg. He will report directly to John Slye, House Counsel.

Mr. Thompson, who "had a great desire to move to Florida," actually retired from the Richmond Plans on December 29 and subsequently moved to Florida with his wife, Betty.

In his 29 years with the Virginia Plans, he worked in several areas including enrollment, membership administration, and office services. His heavy involvement in personnel activities began when he was given the responsibility of establishing the Plans' first personnel department.

In his new position, Mr. Thompson will be responsible for conducting Medicare Part B fair hearings in that part of the state outside of the lower east coast. Mr. Ray Obrock, Part B hearing officer located in the Miami office, will now be able to devote full time to conducting hearings on the lower east coast.

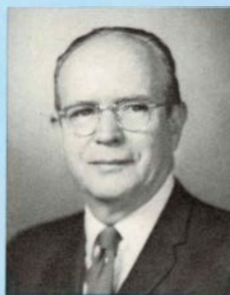
Mr. Thompson was one of a few thousand Americans who visited the Soviet Union during 1971. An American Society of Personnel Administration Delegate to the European Personnel Conference in Geneva, he and a party of 50 delegates were invited to participate in a People to People Goodwill Mission and visit Berlin, Romania, Yugoslavia, and the U.S.S.R.

DINKINS PROMOTED TO MANAGER

John Dinkins has been promoted from Senior Planning Analyst in the Resource Management and Planning Department to Manager of the Operations Support Department, effective March 1, it was announced by Vice President of Data Processing, C. A. Rivers.

The Operations Support Department, located on the eighth floor of the Riverside Building, encompasses such functions as tape and disc control, documentation, peripheral processing, scanning, output document processing, and data communications. John, along with Ollie Howell, Manager of Computer Operations, also located on the eighth floor, report to EDP Operations Manager Odis Powell.

John is a graduate of the University of Florida and held the position of Project Director in the Systems Division of a large manufacturing company prior to joining the company three years ago. He enjoys most outdoor sports including hunting, fishing, and water skiing.



George Thompson



John Dinkins



Anne Pringle



Vernon Branson

ANNE PRINGLE NEW ACCOUNTING ASSISTANT

Anne Pringle has been promoted to Administrative Assistant to Gene Parr, Controller, in the Accounting Department, effective March 1.

Her two primary functions in the new position are to serve as a control point for financial reports and Accounting matters internal to the Accounting Department, and to handle secretarial duties for Mr. Parr.

Employed five years ago, Anne began as a check signer and then moved up to Medicare Cashier.

She is a native of Jacksonville, graduated from Baldwin Senior High School, and is married to J. D. Pringle. Anne has been a ninth floor PROFILE reporter for the past couple of years.

BRANSON PROMOTED TO SHIFT LEADER

Vernon Branson has been promoted to Shift Leader in the Computer Operations Department, effective February 28, it was announced by Odis Powell, Manager of EDP Operations.

Vernon began his career with Blue Cross and Blue Shield in October, 1968 as a Computer Operator and was promoted to a Console Operator in June, 1970. He served in this capacity until his recent promotion.

He is married to the former Evie Carson, who was also a Blue Cross and Blue Shield employee for several years. He is an active sportsman, and will soon be participating on one of the softball teams sponsored by the Employees Club.

OTHER PROMOTIONS

Freddie Quinn, from Accounting Clerk to the new position of Section Leader-Accountant within the Desk Review area of the Utilization Review Department, effective January 3. New responsibilities include the training and supervision of Accounting Clerks and the activities of Cost Report Review and preliminary settlement. Employed March 9, 1970.

Maceo George, from Xerox Operator to Section Leader of the Mail Room, third floor, Universal Marion Building. Employed March 15, 1971.

Debbie Parker, to Section Leader of Medicaid 65-B, effective February 14. Employed in May, 1970 in the Medicaid Department, later transferred to Master Medical in November, 1971.

Jimmy Henderson, from Shift Leader in Computer Operations to Programmer in the Programming Department in the Blue Cross and Blue Shield Support area. Employed December 11, 1967.

Ken Patch, from Operations Support Analyst to the Management Support area of the Programming Department. Employed November 20, 1967.

Janet Ghanayem, to Section Leader of OCR Department, effective February 28. Employed July 7, 1969.

WEDDING



Jim Minford was married to Marilyn Cawood in a candlelight ceremony on December 17 at the First Methodist Church in Orlando.

Jim is Assistant Manager of External Operations, Utilization Review Department, and recently moved to Jacksonville after serving in Orlando as a Physician Relations Representative.

Jim's son, Jeff, served as best man and his daughter, Cindi, as maid of honor. Marilyn's two sons, Ricky and Scott, were also in attendance.

HODGES' SONS STAR AT WOLFSON AND DUPONT

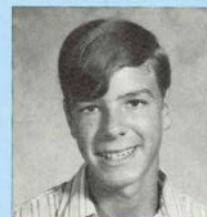
Ralph and Kelly Hodges, sons of Charlie and Mae Hodges (Mae is secretary to both Mr. Herbert and Mr. Stansell), have been outstanding athletic stars at Wolfson and DuPont schools.

Ralph, 17, finished the 1972 high school wrestling season undefeated with an 18-0 record and the 129 lb. Gateway Championship. His team, Wolfson High, also completed the season undefeated. Ralph is a senior and hopes to attend the United States Coast Guard Academy in New London, Connecticut for the next four years.

Kelly, 14, not to be outdone, played defensive end on the varsity squad of the football team at DuPont Junior High School this year and is currently a member of the varsity basketball team, which came in first place in their division. Kelly plans to attend Wolfson next year and keep a Hodges in the athletic program there.



Ralph Hodges



Kelly Hodges

EMPLOYEE'S SON IS "PERSONALITY OF THE WEEK"

Johnnie Padgett, Utilization Review Department Analyst, Universal Marion Building, is justly proud of her son, Reuben, who was named "Personality of the Week" in the January 29 **Jacksonville Journal**.

He and his wife, Bertha, are parents of a three-year-old daughter, Kimberly. He spends his "free" time on the Boards of the American Red Cross and Big Brothers. He is first Vice President of We Are Concerned, a community service group.

He graduated from Stanton High School and from Florida A&M University. A sociology major, he had a music scholarship and plays all percussion instruments, the organ, piano and some string instruments.

An Army Captain, he started civilian work for the State Commerce Department in community relations. He is a staff member of the Jacksonville Area Planning Board and was commended in the newspaper article for his efforts in taking the Planning Board out of the office and into the field. In doing this, he wrote a 66-page study on citizen participation and gave lessons on planning and government.

IVEY WINS \$50.00 AWARD FROM FREEDOMS FOUNDATION



Ron Ivey

SP4 Ronald J. Ivey of the Florida National Guard has been named a recipient of the Freedoms Foundation Award for the second consecutive year.

Ron, a member of the Production and Quality Control Department, Medicare B, won a \$50.00 award in Armed Forces competition for a letter written on "What is an American?"

The Foundation, founded in 1949, is a non-profit non-political and non-sectarian organization dedicated to preserving and perpetuating the American democratic republic. These patriotic awards have gone to previous recipients such as FBI Director J. Edgar Hoover, former astronaut John Glenn, and Walt Disney.

Award winners were announced at the Freedoms Foundation at Valley Forge, Pennsylvania on February 20.

FIRST PLACE TROPHY TO CHERRYL HOWELL

Cherryl Howell, DCT student, is a part time employee in the Master Registry Department on the seventh floor.

She recently came to work at noon one day with a very proud possession — the first place trophy for 1972 for Job Interview.

Cherryl belongs to the Distributive Education Club of America at Robert E. Lee High School and took top honors in the recent contest held in Jacksonville.

She is eligible to participate in the district contest to be held soon in Jacksonville. Finals will be held in Los Angeles at a later date.



Cherryl Howell

Your Letters ARE Important

Blue Cross, Blue Shield, Medicare, and our government programs of all kinds utilize nearly 100 correspondence clerks who write and mail thousands of letters each year to subscribers and beneficiaries.

In addition, there are the countless secretaries, supervisors, department managers, and executive personnel who handle questions from our subscribers and beneficiaries each day.

In this mass of correspondence, one might think that the work is repetitious and, at times, unimportant. **But every letter that leaves our Mail Room is very important.**

A letter recently crossed your editor's desk which points up this very important fact. In this case, a beneficiary's question was answered by Blue Cross Claims Manager Flake Hewett, but such letters are written every day by many of our employees.

Mr. Hewett's letter to the beneficiary explained in detail our procedures for handling certain claims, and answered his questions explicitly and completely.

The beneficiary's reply to Mr. Hewett points up how important every letter is that goes out of Blue Cross and Blue Shield. To quote, "Thank you for your letter. It answered my questions on inpatient and outpatient coverage. I understand it now. We live in a small mobile home park here in Florida. There are 26 other couples, most of them carry Blue Cross and Blue Shield, so when you took the time to explain to me, I passed your letter around among them. Now everyone is informed."

Don't ever think that your letters aren't important. Every letter leaving our offices carries a message to our subscribers and beneficiaries that we care and that we are offering them our best efforts to provide health care service to all Floridians.

MORGAN APPOINTED CHAIRMAN

Janet Morgan, Supervisor of Medicare B Special Claims Review, seventh floor, Universal Marion Building, was appointed Chairman of the Advisory Council for the Upward Bound Program at Edward Waters College on January 29.

Upward Bound is a federally sponsored program to prepare selected high school students for college. Students from the tenth grade are recommended by their counselor for the program and attend the college two evenings a week during the school year. They board at the college for six weeks during the summer and continue this program until graduation from high school.

RAZING THE PAST *and* RAISING THE FUTURE



The Buckman Building demolition in downtown Jacksonville is near completion in this photo above, left. It was the former location of the Blues office in the late 40's.

New 20-story office tower tops old 10-story building on Riverside Avenue in this photo above, right, taken March 10. Steel work is now several stories above that pictured here.



Another old landmark fell in downtown Jacksonville on February 29 when the Buckman Building was demolished to make way for a new bank building. It was built shortly after the 1901 fire that destroyed most of downtown Jacksonville.

Back in the late 40's, Blue Cross and Blue Shield rented space in that Buckman Building at the corner of Forsyth and Hogan Streets for the Mail Room, the Stock Room, the Services Department, and the Enrollment Department. "The main offices of the Plans, however, were then located in the Seminole Hotel Annex across the street," said Administrative Assistant Betty Collins.

From the dust of what was once the Buckman Building, one could look towards Riverside Avenue and see the raising of our new 20-story building, pictured above.

A Rose is a Rose is a Rose . . .



"I beg your pardon, but I did promise you a rose garden," John Brothers might have said to Gay Fairbairn at the Coral Gables office.

This spectacular rose may not have been a garden, but it was a six-footer that the Regional Manager brought in for all to see from his garden on Key Biscayne.

Shades of Jack and the Beanstalk!



One Year Anniversaries



March, 1972

Blue Cross and Medicare A

Josephine Chirno	Miami
Gloria Griffin	Dental Program
Olivia Sheffield	Cashiers
Robert Roth	Methods
Carolyn Isler	Panama City
Patricia Flannery	Orlando
Richard VanDoran	General Accounting
Billy Fuqua	Methods
Gloria Harrell	Claims Approval Hosp.
Joyce Locker	Claims Approval Hosp.
Phyllis Jones	Key punch - General
Evelyn Grant	Key punch - General
Laura Smith	Personnel
Joseph George	Med. A & B Mail Room
Suzanne Goebel	EDP Planning
Paula Randall	Enrollment - Adm.
Michael Bradstreet	Inventory & Warehousing
Janet Reynolds	Sub. Service Direct
Margaret Smith	Utilization Review
Christine Cimilluca	St. Petersburg
Janet Trunnell	Management Support
Annie Pitts	Disbursements
Gwendolyn Jackson	Sub. Service Direct
Annie Williams	Med. A Out Patient Billing
Gertrude Kehne	Central Transcribing
Rosalee Thomas	Med. A In Patient Billing
Marlene Daniels	Coral Gables
Shirley Letchworth	Personnel

Blue Shield and Medicare B

Mary Deadmond	Services
Marie Roman	Entry Med. B
Nancy Patrick	Claims Processing - Physician

IN MEMORIAM



Blue Cross and Blue Shield of Florida and his many friends extend deepest sympathy to the family of Jack Baker who died on Sunday, February 20, 1972 in Brisbane, Australia.

Jack retired from Blue Cross and Blue Shield on May 28, 1971, following 20 years of service to the Florida Plans. He had served as Manager of the Cashiers Department from January 15, 1951 until his retirement.

He is survived by his wife, Roberta, a daughter, Jackie, and five grandchildren. Roberta, a former employee, will reside in Brisbane with her daughter and son-in-law, Bill.

IN MEMORIAM



Blue Cross and Blue Shield are saddened to report the death of C. DeWitt Miller on March 5, 1972 in Orlando.

Mr. Miller was one of the original members of the Blue Cross Board of Directors and Executive Committee (1944), and served continuously on both until his retirement from the Board in 1966. He was elected President of Blue Cross of Florida in 1950 and served in that capacity until 1966, at which time he was named Honorary Chairman of the Board.

Mr. Miller was a member of the Blue Shield Board of Directors from 1946 until 1968, and served on various committees throughout the years. Upon his retirement from the Blue Shield Board, he was named an Honorary Director.



LORENE HARVEY RETIRES FROM RECORDS

The Records Department lost one of its oldest employees in terms of service on February 18 when Lorene Fowler Harvey's move from Jacksonville necessitated an early retirement.

A reception in her honor was held in the Records Department that Friday afternoon with fellow employees furnishing all kinds of refreshments and a table full of gifts. Vice President - Administration, Hal Adams, and Special Assistant, Jack Masters, represented the company in presenting her retirement gifts. Lorene received retirement checks, a watch, an ivory carved pin and earring set, and a 50-piece set of stainless flatware.

The friendship shared with Lorene was evident in not only the refreshments and gifts brought by fellow employees, but the second floor mail distribution clerk, Kenny Godbold, sent her a lovely bouquet of flowers and even wrote a going-away poem to her.

Lorene was married on January 23 to Reverend Charles Harvey, a Baptist minister in Pierson, Florida (near DeLand). Lorene's son, Paul Fowler, a Baptist minister in Detroit, Michigan, performed the ceremony at her husband's church in Pierson.

Lorene has another son, and a daughter, Sherry Henderson, an employee in the Hospital Relations Department for two years. She is married to Jim Henderson, a Programmer on the ninth floor.

When Lorene was first employed 15-1/2 years ago as a File Clerk in the Records Department, she recalled there were only about four employees in that area. The department was located in the then newly completed second floor of the May Street Building, where the department is still located. Lorene is a native of Jacksonville and attended Robert E. Lee High School.

Although leaving the company, she will certainly not go into "retirement." In addition to assisting her husband at the church, she will also work with him in a small business they will operate which involves manufacturing of small furniture items.



It was like Christmas all over again when Lorene opened many gifts at her retirement party.



Attending Lorene's reception are, from left, Jack Masters, Marie Coleman, Mattie Godwin (Lorene's former boss, Manager of Records for many years before her retirement), Betty Collins, Lorene and Hal Adams.

It was a "family affair," too, with daughter, Sherry, and son-in-law Jim Henderson.

